

ABSTRACT

A method, apparatus and article of manufacture for modifying printing based upon direct on-the-fly media characteristic parameters is disclosed. The present invention on-the-fly directly measures a media characteristic parameter and performs real-time print modification in response thereto. The measured characteristic parameters include paper texture and composition, as well as adhesion and penetration of print. The modification of print in response to these measured parameters may allow a customer to maintain observed print quality with lower-cost materials. Adjustments may include the addition of coating, hot rolling, or adjustment of toner concentration. Measured parameters may include mottle, paper texture, and bleed through.